

Form PTO-1449 Modified List of Patent and Publications Cited by Applicant (Use several sheets if necessary) U.S. Department of Commerce Patent and Trademark Office		Docket No. MSFT-2856/304813.01	Application No. Not Yet Assigned
		Applicant Abhijit Kundu	
		Filing Date Herewith	Group Not Yet Assigned
		Confirmation No. Not Yet Assigned	
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)			
DF	1	"Web tracking invigorates firm's marketing efforts," <i>Communications News</i> , 2002, 40(2), 26	
DF	2	Ball, T. et al., "An Internet Difference Engine and its applications," <i>COMPCON '96. Technologies for the Information Superhighway Digest of Papers</i> , February 25-28, 1996, 71-76	
DF	3	Beeferman, D. et al., "Agglomerative clustering of a search engine query log," <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 407-416	
DF	4	Detlor, B., "Internet-based information systems use in organizations: an information studies perspective," <i>Info. Systems J.</i> , 2003, 13(2), 113-132	
DF	5	Gong, W. et al., "Measuring web advertising effectiveness in China," <i>J. Advertising Res.</i> , 2003, 43(1), 34-49	
DF	6	Kitts, B. et al., "Cross-sell: a fast promotion-tunable customer-item recommendation method based on conditionally independent probabilities," <i>Proceedings of KDD-2000. Sixth ACM SIGKD International Conference on Knowledge Discovery and Data Mining</i> , August 20-23, 2000, 437-446	
DF	7	Scharl, A., "Explanation and exploration - Visualizing the topology of web information systems," <i>Int. J. Human-Computer Studies</i> , 2001, 55(3), 239-258	
DF	8	Thiébaud, D.F., "Web tracking and graphing with Pgperl," <i>Computers in Physics</i> , 1996, 10(5), 420-425	
EXAMINER /David Faber/		DATE CONSIDERED 06/07/2006	